

## **AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims**

1-39 (Cancelled)

40. (Currently Amended) A system for providing promotions comprising:

a ~~reusable~~ printed promotion carrier which carries information corresponding to a plurality of promotions for sale of a product, the promotion carrier having a machine readable code thereon which identifies the promotion carrier and a respective specific customer identifier corresponding to the identified promotion carrier, the respective specific customer identifier corresponding to a specific customer pre-selected to receive the printed promotion carrier, each promotion being associated with a product, each product having a machine readable product code and the printed promotion carrier being presented by the specific customer when used for each of the plurality of promotions for sale of the product;

a reading device capable of reading the machine readable code and machine readable product codes, and configured to provide a data signal bearing information indicative of a the identity of the promotion carrier, the identify of the specific customer and the identity of a plurality of selected products; and

a computer facility capable of receiving the data signal and configured to determine if the promotion carrier contains a redeemable promotion for a product of the plurality of selected products, wherein

the data signal contains a promotion carrier data signal bearing information indicative of an identity of the promotion carrier presented to the reading device, and the computer facility determines if there are valid promotions contained on the promotion carrier, ~~wherein the computer facility determines~~ by determining if a ~~detected~~ promotion on the promotion carrier has already been presented in a completed transaction, and ~~identifies~~ identifying the ~~detected~~ promotion as a valid promotion if it has not already been presented in a completed transaction.

41. (Previously Presented) The system of claim 40, wherein the machine readable code is a bar code and the reading device is a bar code reading device.

42. (Previously Presented) The system of claim 40, wherein the data signal contains a product data signal bearing information indicative of an identity of the plurality of selected products and the computer facility determines a purchase price of the selected products.

43. Canceled

44. Canceled

45. (Previously Presented) The system of claim 42, further comprising a check out terminal associated with the reading device and configured to receive payment for the selected products, wherein the computer facility is configured to generate a subtotal purchase price for the selected products, subtract valid promotions from the subtotal

purchase price to generate a customer bill, and provide the customer bill to the check out terminal.

46. (Currently Amended) The system of claim 40, wherein  
when the computer facility receives the data signal bearing information indicative of  
the identity of the promotion carrier for a completed transaction, data regarding all products  
comprising the completed transaction are stored,

the system further comprising a data analysis facility which is configured to analyze  
the data signal and the data regarding all products comprising the completed transaction to  
determine predetermined aspects of the use of the promotion carrier including identities of  
each product of the completed transaction and at least one of the total charged amount for  
the completed transaction exceeding a predetermined value, each product of the completed  
transaction providing a profit exceeding a predetermined money amount and each product of  
the completed transaction providing a profit exceeding a predetermined percentage.

47. (Currently Amended) A method for providing promotions comprising:  
reading information from a machine readable code on a ~~reusable~~ printed promotion  
carrier which carries information corresponding to a plurality of promotions for sale of a  
product, the machine readable code identifying the promotion carrier and a respective  
specific customer identifier corresponding to the identified promotion carrier the respective  
specific customer identifier corresponding to a specific customer pre-selected to receive the  
printed promotion carrier, each promotion on the promotion carrier being associated with a

product, and the printed promotion carrier being presented by the specific customer when used for each of the plurality of promotions for sale of the product;

reading machine readable product codes of one or more selected products, the product codes identifying an associated selected product;

providing a data signal bearing information indicative of the identity of the promotion carrier, the identify of the specific customer and the identity of a plurality of selected products;

determining if the promotion carrier contains a redeemable promotion for a product of the plurality of selected products based on information in the data signal; and

determining if a ~~detected~~ promotion on the promotion carrier has already been presented in a completed transaction, and identifying the ~~detected~~ promotion as a valid promotion if it has not already been presented in a completed transaction.

48. (Previously Presented) The method of claim 47, wherein the machine readable code is a bar code.

49. (Previously Presented) The method of claim 47, wherein the data signal contains a product data signal bearing information indicative of the identity of the plurality of selected products and the method further comprises the step of determining a purchase price of the selected products.

50. Canceled

51. Canceled

52. (Previously Presented) The method of claim 49, further comprising the steps of generating a subtotal purchase price for the selected products, subtracting valid promotions from the subtotal purchase price to generate a customer bill, and providing the customer bill to a check out terminal.

53. (Currently Amended) The method of claim 47, further comprising the ~~step~~ steps of:

storing data regarding all products comprising a completed transaction when the data signal bearing information indicative of the identity of the promotion carrier for the completed transaction, and

analyzing the data signal and the data regarding all products comprising the completed transaction to determine predetermined aspects of the use of the promotion carrier including identities of each product of the completed transaction and at least one of the total charged amount for the completed transaction exceeding a predetermined value, each product of the completed transaction providing a profit exceeding a predetermined money amount and each product of the completed transaction providing a profit exceeding a predetermined percentage.